What is claimed is:

1. A thermal printer apparatus, comprising:
one or more thermal print heads fixedly mounted with respect to a print media path;
one or more platen roller assemblies each including a platen roller adapted to press print media located in said print media path against at least one of said print heads and a frame adapted to support a respective said platen roller; and
a pivotally mounted support member adapted for mounting said platen roller assembly frames to extend from said frame and press at least one said platen roller against at least one said thermal print head.

2. The apparatus of Claim 1, wherein said frame is adapted to pivot in an imaginary plane defined by said platen rollers mounted to said support member.

3. The apparatus of Claim 2, wherein each of said platen rollers includes a rotational axis, and further wherein said support member is adapted to pivot in an imaginary plane defined by all of the axes of said platen rollers.

4. The apparatus of Claim 1, wherein said frame is adapted to pivot said platen rollers in an arc and said platen assembly frames remain tangential to said arc.

5. The apparatus of Claim 1, further comprising a plurality of parallel platen roller assemblies, wherein said platen rollers of said plurality of platen

assemblies define an imaginary plane, and further wherein said support member is adapted to pivot about an axis which lies in said imaginary plane.

6. The apparatus of Claim 1, further comprising, one or more second thermal print heads fixedly mounted with respect to said print media path, wherein said second thermal print heads are located in close proximity to the first said thermal print heads.

7. The apparatus of Claim 6, further comprising:
one or more second platen roller assemblies each including a platen roller adapted to press print media in said print media path against at least one of said second thermal print heads and a frame adapted to support a respective said platen roller; and
a pivotally mounted second support member adapted for mounting said second platen roller assembly frames to extend from said second support member and press its respective platen rollers against said second thermal print heads.

8. The apparatus of Claim 7, wherein the first said thermal printer heads and said second thermal print heads are fixedly mounted with respect to said print media path by a unified structure.

9. The apparatus of Claim 8, wherein the first said thermal print heads are fixedly mounted to print from one side of said print media path, and said second

thermal print heads are fixedly mounted to print from an opposing side of said print media path.

10. The apparatus of Claim 9, wherein the first said thermal print heads are mounted on a first subframe section and said second thermal print heads are mounted on a second subframe section, and further wherein the first said platen roller assemblies are adapted to extend through said second subframe section to contact the first said thermal print heads and said second platen roller assemblies are adapted to extend through said first subframe section to contact said second thermal print heads.